

PRODUCT RESEARCH  
ANALYSIS  
產品趨勢分析

2021 SEPTEMBER  
**DORM BED SKIRT**



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## WELL BEGUN IS HALF DONE!

GET THE WINNING PRODUCT AND YOU ARE HALF DONE! MANY AMAZON SELLERS AGREED – A RIGHT PRODUCT ESTABLISHES THE WHOLE BUSINESS. IT'S THE FOREMOST AND CORE PART, WHICH CAN EITHER MAKE OR BREAK. IT'S CRUCIAL TO DO PROPER AMAZON PRODUCT RESEARCH BEFORE KICKING START AS AMAZON SELLER AND IT'S NOT A BIG SURPRISE THAT MANY NOVICE SELLERS FIND IT MAY NOT BE EASY TO IDENTIFY THE POTENTIAL PRODUCT TO SELL. IN VIEW OF THIS, ECOMMUNITY PUBLISHED THIS PRODUCT RESEARCH ANALYSIS REPORT TO SHARE THE LATEST MARKET TRENDS AND CUSTOMER SEARCH NEEDS TO HELP YOU GET SOME UNDERSTANDING OF THE POTENTIAL PRODUCT INFORMATION IN THE MARKET EVERY MONTH.

## 七分靠選品，三分靠營運

七分靠選品，三分靠營運。選對產品你已經成功了一半！可是對於新手賣家而言，或許未必能夠輕易掌握這些選品法則。有見及此，為了加快各位選品步伐及明快地了解每個月市場有潛力的產品資訊，ECOMMUNITY 特別製作產品趨勢分析報告，從數據中分析市場走勢以及最新客戶搜索需求，有助大家開發有市場潛力的產品。



# TERMS AND DEFINITIONS 名詞解釋

**AVG. MONTHLY SALES** – THE AVERAGE MONTHLY UNITS SOLD

每個月的銷售數量

**AVG. SELLING PRICE** – THE AVERAGE SALES PRICE

統計平均的銷售價錢

**AVG. MONTHLY REVENUE** – THE AVERAGE MONTHLY GROSS REVENUE

每月平均的銷售額

**AVG. PURCHASING COST** – THE AVERAGE PURCHASING COST

平均採購成本

**AVG. REVIEW** – THE AVERAGE NUMBER OF PRODUCT REVIEWS

平均評價數量

**OPPORTUNITY SCORE** - THE OPPORTUNITY SCORE IS AN ALGORITHM GRADED ON A SCALE OF 1-10 WHERE 10 IS THE HIGHEST OPPORTUNITY AND 1 IS THE LOWEST. CALCULATED BASED ON ALL LISTINGS EXTRACTED AND THEIR DEMAND ACCORDING TO UNITS SOLD, COMPETITION AND LISTING QUALITY SCORE.

根據競爭力銷售量及毛利率已計算出來的評分，  
分數越高即表示銷售此產品的勝算越高

**PROFIT** – 毛利

**DEMAND** – 需求

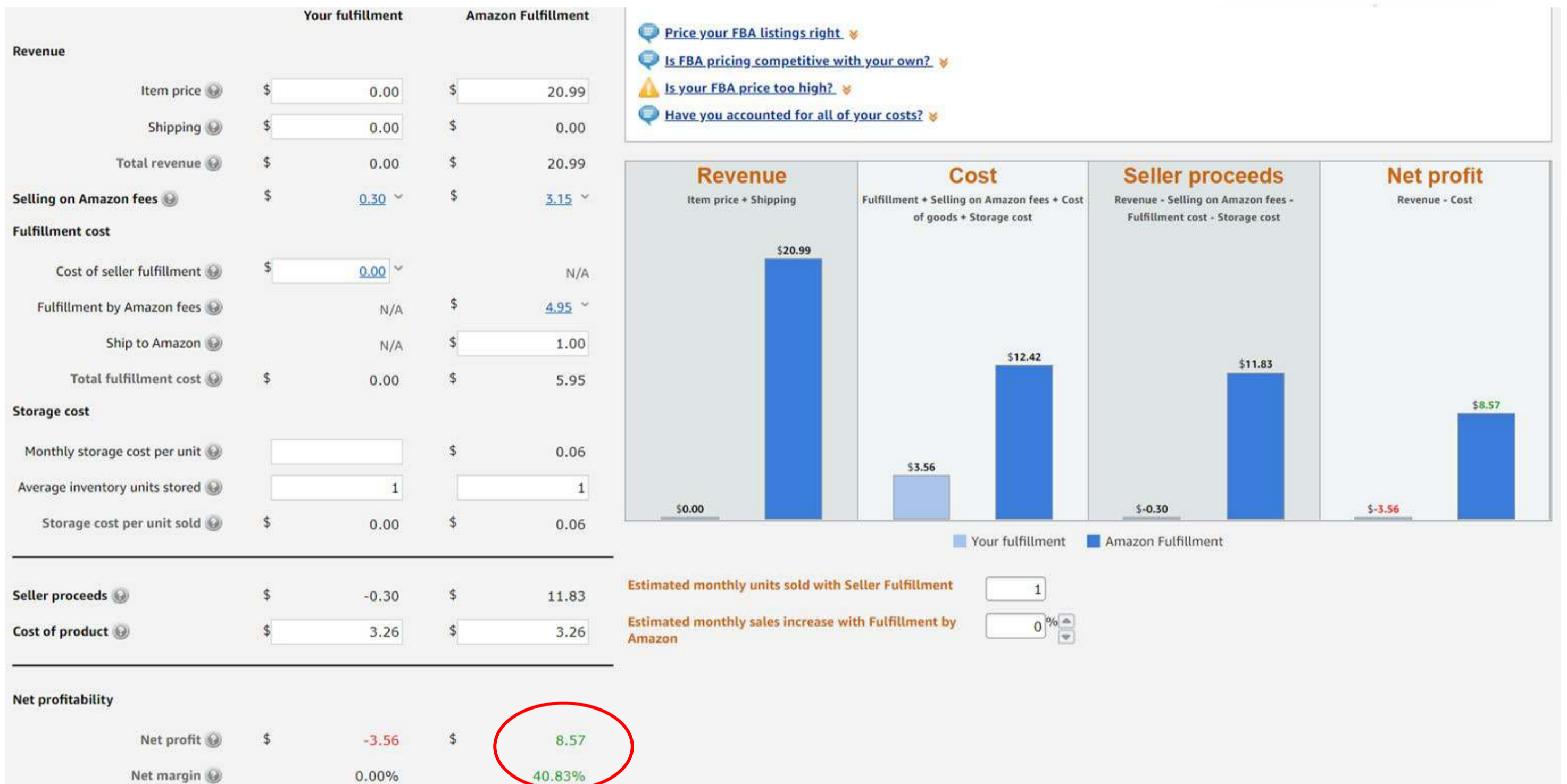
**COMPETITION** – 競爭性

**PRODUCT KEYWORD**  
產品關鍵字

**Dorm Bed Skirt  
Twin XL 15" Drop**



<b>NAME</b>	<b>DORM BED SKIRT TWIN XL15" DROP</b>
<b>AVG. MONTHLY SALE</b>	<b>2463 UNITS</b>
<b>AVG. SELLING PRICE</b>	<b>US\$ 24.66</b>
<b>AVG. PURCHASING COST</b>	<b>RMB\$ 21.20</b>
<b>AVERAGE REVIEW</b>	<b>2978</b>
<b>OPPORTUNITY SCORE</b>	<b>7</b>
<b>PROFIT</b>	<b>HIGH</b>
<b>DEMAND</b>	<b>HIGH</b>
<b>COMPETITION</b>	<b>MEDIUM</b>



ACCORDING TO THE RESULTS FROM DIFFERENT DATA ANALYSIS SOFTWARES,

THE PROFIT PER UNIT IS **US\$8.57**,

THE PROFIT MARGIN PER UNIT IS **40.83%**.

THE RESULT FROM DATA ANALYSIS SUGGESTED THAT THIS IS A PROFITABLE PRODUCT.

經多個軟件的分析，

每件產品的毛利是**US\$8.57**，

每件產品有**40.83%**的利潤率

從數據分析來看這個產品是個不錯的選擇。



## TREND ANALYSIS 趨勢分析

### KEYWORDS 關鍵字: BED SKIRT

● Bed Skirt  
Search term

+ Compare

United States ▼ Past 12 months ▼ All categories ▼ Web Search ▼

Interest over time ?

↓ <> ↗



### Seasonality History

Displaying 12 Months of Data

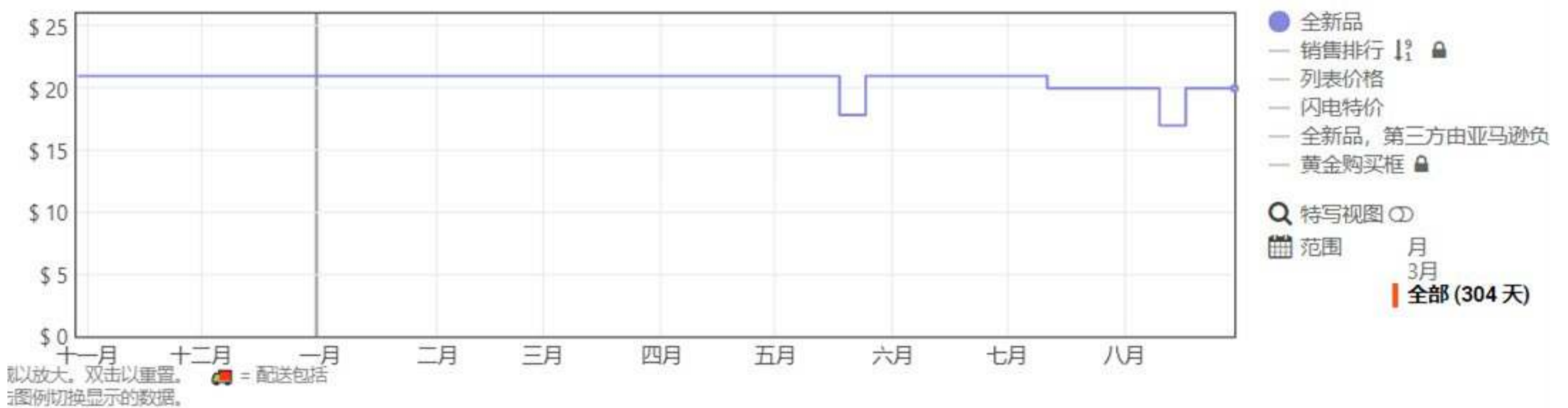
Seasonality ? Peak Month  
Low N/A



THE ABOVE TREND GRAPHS SHOWED THAT THE SEARCH AND SALES VOLUME FOR **BED SKIRT**. THE SALES VOLUME WAS QUITE STEADY OVER THE PAST 12 MONTHS. THIS INDICATED THAT IT HAD LOW SEASONALITY, WHICH SUGGESTED THE SALES WERE STABLE.

據不同的趨勢分析，這是低季節性產品，市場對這產品有穩定需求。

## PRICE AND RETURN TRACKING 價格和退貨率分析



SOFTWARE ANALYSIS SHOWED THE PRICING AND RETURN RATE FOR **DORM BED SKIRT TWIN XL 15" DROP**. THE PRICE WAS FLUCTUATED IN THE RANGE OF **US\$16.99 TO US\$20.99**. THE RETURN AND RESELL RATES ARE REASONABLE.

THESE INDICATED THAT THE PRICING AND QUALITY OF THE PRODUCT ARE QUITE STEADY THROUGHOUT THE LISTING PERIOD.

據產品軟件分析，產品的價格在US\$16.99到US\$20.99之間波動，亦有相對低的退貨率。  
這表明產品的定價和質量都相當穩定。



## SOFTWARE DATA ANALYSIS 軟件數據分析

Average Monthly Sales		Average Sales Rank		Average Price		Average Reviews		Opportunity Score <sup>?</sup>	
<b>2,463</b>		<b>303,579</b>		<b>\$24.66</b>		<b>2,978</b>		<b>7</b> High Demand with medium comp.	
#	Actions	Product Name	Brand	Price	Mo. Sales	D. Sales	Mo. Revenue	Date First Available	Net
1	⊕ 🔍 📄	Nautica   Dorm Collection   100... B0848LB1ZJ	Nautica	\$54.29	1,039	14	\$56,407	06/21/2020	\$37.44
2	⊕ 🔍 📄	Ruffled Dorm Sized Bed Skirt - ... B07DJZBB1V	DormCo	--	241	6	\$0	07/20/2018	--
3	⊕ 🔍 📄	Dorm Sized Bed Skirt Panel with... B07DWWG3WW	DormCo	--	113	3	\$0	06/20/2018	--
4	⊕ 🔍 📄	Ruffled Bed Skirt with Split Cor... B07SC3FZQ2	Cottingon	\$33.99	1,227	53	\$41,706	05/28/2019	\$20.77
5	⊕ 🔍 📄	Biscaynebay Wrap Around Bed S... B08JLP8VHZ	Biscaynebay	\$20.99	7,730	48	\$162,253	01/08/2018	\$10.07
6	⊕ 🔍 📄	Biscaynebay Wrap Around Bed S... B088FG1V87	Biscaynebay	\$19.99	9,698	83	\$193,863	12/17/2017	\$14.26
7	⊕ 🔍 📄	SHOPBEDDING Camel Bed Skirt ... B003155AYM	SHOPBEDD...	\$27.99	234	11	\$6,550	06/16/2010	\$15.85

THE AVERAGE SELLING PRICE WAS **US\$24.66**  
(RANGE OF SELLING PRICES **US\$10.99 - US\$54.29**).  
THE AVERAGE MONTHLY SALES WERE **2,463 UNITS**.

產品平均銷售價是**US\$24.66**  
(價格範圍**US\$10.99 - US\$54.29**)。  
每月平均售出**2,463件**。

## SOFTWARE DATA ANALYSIS 軟件數據分析

bed skirt	ⓐ	38,970	↑13%	Home & Kitchen	\$0.77	\$0.97	Very Difficult
under bed storage with wheels	ⓐ	24,682	↑17%	Home & Kitchen	-	-	Easy
bed skirt queen size	ⓐ	19,180	↑173%	Home & Kitchen	\$1.03	\$1.12	Easy
queen bed skirt	ⓐ	15,154	↑11%	Home & Kitchen	\$1.00	\$1.14	Moderate
bed skirts	ⓐ	9,514	↓9%	Home & Kitchen	\$0.85	\$1.09	Easy
dorm bed skirt	ⓐ	8,993	↑111%	Home & Kitchen	\$0.50	\$0.72	Moderate
walmart online shopping	ⓐ	7,892	↓42%	Clothing, Shoes & Jewelry	\$0.49	\$0.49	Easy
bed skirt king size	ⓐ	6,866	↑3%	Home & Kitchen	\$0.89	\$1.22	Easy
bed curtains	ⓐ	6,334	↑11%	Home & Kitchen	\$0.55	\$0.55	Easy

ANALYSIS SOFTWARE SHOWS THE KEYWORDS COMMONLY USED BY AMAZON BUYERS.

WE CAN LEVERAGE THE RESULTS OF ANALYSIS AND RECOMMENDATION FOR ADVERTISING CAMPAIGNS.

分析軟件顯示消費者在亞馬遜常用的關鍵字。  
我們可以參考分析軟件提供的數據，  
在不浪費廣告預算下跟競爭對手爭排名。





Total price: \$75.97

Add all three to Cart

*i* These items are shipped from and sold by different sellers. [Show details](#)

- This item:** ARANA Bed Skirt Dark Grey King Size Wrap-Around Dust Ruffles, 15 inch Drop Elastic Easy-Install Bedskir... \$15.99
- Danjor Linens Twin Size Bed Sheets Set - 1800 Series 4 Piece Bedding Sheet & Pillowcases Sets w/ Deep Pockets - F... \$24.99
- California King Size Sheet Set - 4 Piece Set - Hotel Luxury Bed Sheets - Extra Soft - Deep Pockets - Breathable & Co... \$34.99



Obytex Wrap Around Bed Skirts, Elastic Dust Ruffle Silky Soft & Wrinkle Free Classi...

★★★★☆ 23

\$12.99 ✓prime

Save 10% with coupon



Wrap Around Bed Skirts Elastic Dust Ruffles, Easy Fit Wrinkle and Fade Resistant Si...

★★★★☆ 75

\$23.99 ✓prime



Bed Skirt King Size Wrap Around Bed Skirt 15 Inch Depth Easy Fit Gathered Style 3 S...

★★★★☆ 120

\$21.99 ✓prime



SPAY linen Luxury Bed Skirt- Premium King Size 21 Inch Drop Light Grey with 100% Cotton...

★★★★☆ 72

\$45.50 ✓prime



2 Pack Full Size Premium Waterproof Mattress Protector, Soft Breathable Mattress...

★★★★☆ 267

\$33.98 ✓prime

Save 6% with coupon



ILAVANDE Grey King Size Sheets Set, 4 Piece Hotel Luxury Super Soft 1800 Series Microfiber Bed...

★★★★☆ 283

\$26.99 ✓prime



Biscaynebay Wrap Around Bed Skirts with Split Corners for Full Beds 15" Drop, Silver...

★★★★☆ 46

\$25.99 ✓prime

Save 20% with coupon

**Dorm Bed Skirt Twin XL 15" Drop** can be bundle selling or cross-selling with other accessories to further increase the revenue.

素色鬆緊帶防塵床圍可以和其它週邊用品一起作捆綁或交叉銷售以提高銷售額。



## MANUFACTURER 生產商

外贸床品素色松紧带床围裙时尚简约百褶床裙单双人防尘床围代发

一件代发

本产品5



☆ 收藏产品(132)

手机下单

现货

代发

价格 **¥19.25 - ¥26.90**

起批量  $\geq 2$  套

权益 登录查看是否享首单包邮或首单立减

手机专享 手机下单更便宜 **¥19.21**

优惠 **满优惠** 单笔订单满1000元, ... **去凑单** **混批** **本店部分商品满3000元或20...**

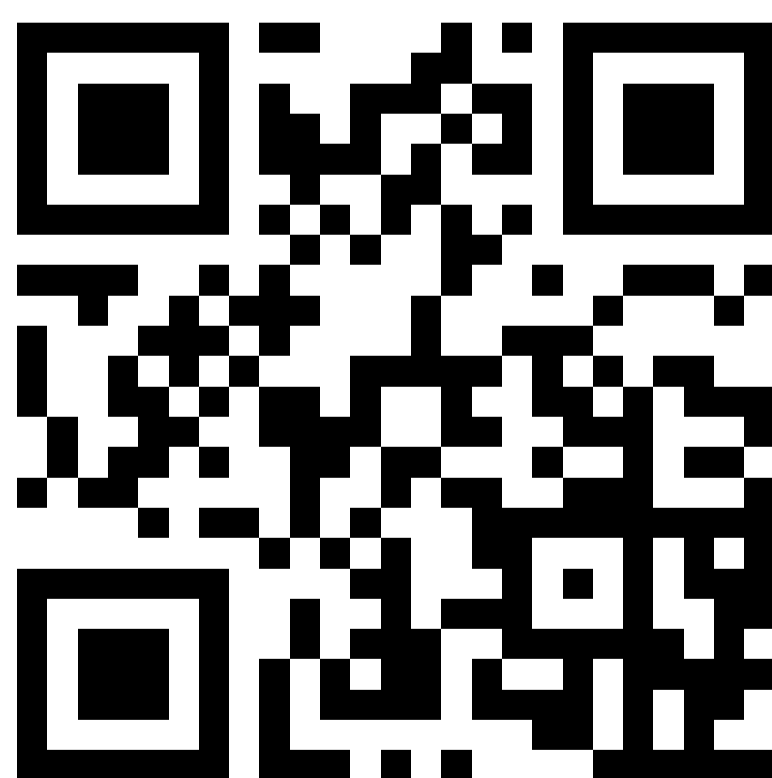
物流 河北省 保定市 至 请选择 快递 **¥6** 付款成功后2天内安排发货

成交/评价 **★★★★★** | 30天内 **200+** 套成交 **1000+** 条评价

花型



尺寸规格	100*200+40	19.25元	9859 套可售	-	0	+
	120*200+40	21.20元	9929 套可售	-	0	+
	135*200+40	22.50元	9931 套可售	-	0	+



<https://bit.ly/3zrXoAH>



ATTRIBUTE	PRODUCT	OPTIMUM (REFERENCE)
PRICE	US\$20.99	US\$20- US\$80
NUMBER OF CATEGORY LISTING	< 900	< 1000
1ST BSR	#36 IN BED SKIRTS	< 3000
NUMBER OF REVIEW	144	< 500
REVIEW AND RATING	4.5	4 STARS AND ABOVE
SELLING HISTORY	< 350 DAYS	< 3 YEARS (< 1100 DAYS)
SEASONALITY	Low	No
GEOGRAPHICAL LIMITATION	No	No
WEIGHT	0.71 LBS	< 1LBS
SIZE (DIMENSIONS)	8.3 X 1.1 X 12.2 INCHES	LONGEST SIDE < 15 INCHES
SHIPPING COST	28.3% OF SELLING PRICE	< 33% OF SELLING PRICE
PROFIT PER UNIT	US\$8.57	> US\$8
PROFIT MARGIN	40.83%	> 60%
OPPORTUNITY SCORES	7 (HIGH DEMAND WITH MEDIUM COMPETITION)	5 AND ABOVE
FDA OR LEGAL ISSUE	No	No
PATENT	No	No
PRODUCT RETURN OR EXCHANGE	Low	Low
EASY TO USE	YES	YES
BUNDLING WITH OTHER PRODUCT	YES	YES
GIFTABLE	YES	YES
CONSUMABLE	No	YES
ROOM FOR IMPROVEMENT	YES	YES
FRAGILE OR HAZARDOUS TO SHIP	No	No

**PRODUCT KEYWORD**  
產品關鍵字

**Dorm Bed Skirt**  
**Twin XL 15" Drop**



THIS IS A **BRANDABLE** AND **PROFITABLE EVERGREEN NICHE** FOR AMAZON SELLERS. IT HAS **SPECIFIC TARGET CUSTOMER** WITH A **GROWING DEMAND** AND **LOW COMPETITIONS**.

CUSTOMER LIFETIME VALUE CAN BE MAXIMIZED BY SELLING THIS **PRODUCT** THEN **UPSELL OR CROSS-SELL ACCESSORIES** AND OTHER PRODUCTS TO MORE EXPERIENCED USERS.

對於亞馬遜賣家來說，這是一個可品牌化的常青利基產品。它有特定的目標客戶，並具有不斷增長的需求和較低的競爭。

通過銷售此產品，賣家可以向客戶加售或交叉銷售配件和其他產品，可以令顧客生涯價值最大化。



追蹤我們以獲取更多資訊

